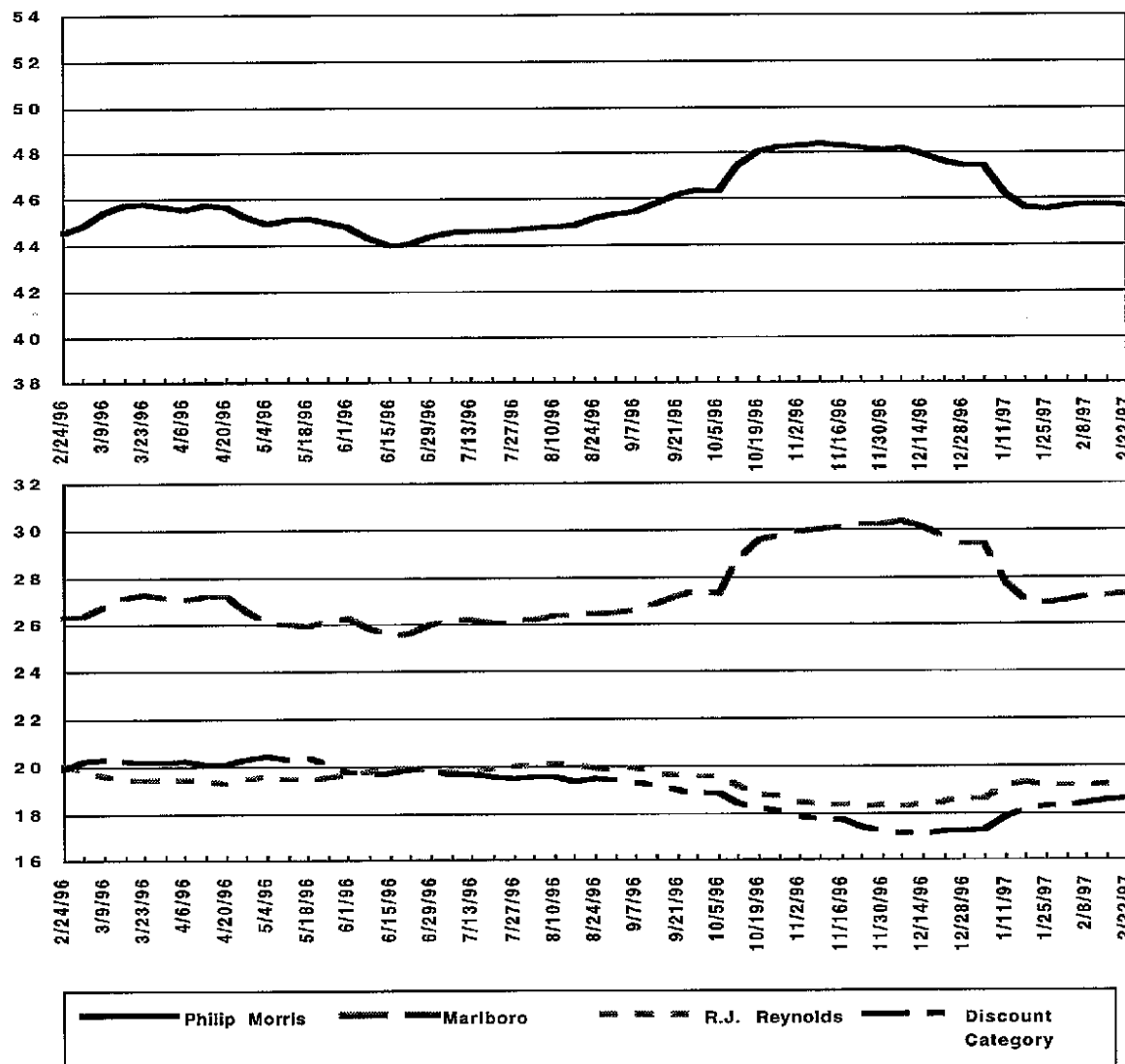


RITE AID THROUGH W/E 2/22/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	47.05	45.72	45.96	45.34	-0.63
Marlboro	28.86	27.31	27.46	27.00	-0.46
OPB	12.54	12.67	12.43	12.55	0.12
Basic	3.86	3.93	4.10	3.96	-0.14
R. J. Reynolds	18.77	19.30	19.37	19.20	-0.17
Camel	3.00	3.06	2.91	2.85	-0.07
Winston	4.91	5.09	5.19	4.91	-0.27
Doral	2.30	2.52	2.30	2.78	0.48
B&W	16.63	16.75	17.37	16.92	-0.45
GPC	2.76	2.77	3.02	2.91	-0.11
Lorillard	13.39	13.65	13.24	13.87	0.63
Newport	9.59	9.82	9.41	9.96	0.55
Liggett Group	3.82	3.98	3.96	4.07	0.10
Premium	82.04	81.41	80.95	80.71	-0.24
Private Label	0.40	0.42	0.57	0.45	-0.12
Avg Ind CPW	95.07	88.63	102.30	84.52	-17.79
Avg PM CPW	44.72	40.52	47.02	38.32	-8.70
Avg Marl CPW	27.44	24.21	28.09	22.82	-5.28
# of Stores	2595	2594	2597	2593	-4

Source: STARS Store Level Database

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